GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA

UNSTARRED QUESTION NO:3384
ANSWERED ON:26.04.2007
AGREEMENT BETWEEN IA AND FOREIGN FIRMS
Singh Shri Uday

Will the Minister of CIVIL AVIATION be pleased to state:

(a) whether the Indian Airlines(IA) is considering tech-savvy in an effort to take on the growing competition from private sector rivals in the domestic skies;

(b) if so, the details thereof;

(c) whether IA has also entered any agreement with foreign firms for upgrading its ticket booking and transaction services;

(d) if so, the details thereof; and

(e) the other steps proposed to be initiated to compete with the private sector airlines?

Answer

MINISTER OF THE STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF CIVIL AVIATION (SHRI PRAFUL PATEL)

(a) and (b): Yes, Sir. Indian Airlines has taken various technology based initiatives like Dial-a-Package, Dial-a-Ticket, IA Flyways, Bid and Fly, Website and On-line Booking, Net-ticket, Booking through IDBI Bank ATM, Booking through Reliance India Mobile (RIM) Phones, I-Check-in and E-Ticketing etc. to take on the growing competition from private sector rivals in the domestic skies.

(c) and (d): Indian Airlines has entered into an Implementation Services Agreement with M/s. Amadeus Global Travel Distribution S.A., a Spanish Corporation, to provide E-Ticket Transaction Services.

(e): Indian Airlines has taken various marketing and sales efforts to improve its passenger load factor. These include upgrade of aircraft equipment/increase in frequency on various routes, special promotional fares and schemes for various target segments, dynamic inventory management, expansion o f distribution network, increased access to inventory, upgrade of inflight product to include inflight entertainment on the new fleet, and initiatives in inflight services etc.